

CROWDKEY

Empowering the Fans



VISION

CrowdKey is one of the most significant wireless technology breakthroughs in the last 10 years



1990's

WiFi is a wireless technology used to connect 50-100 devices to each other within a 100 foot range

Bluetooth is a wireless technology primarily used to connect one device to another within 30 feet

1990's



2018

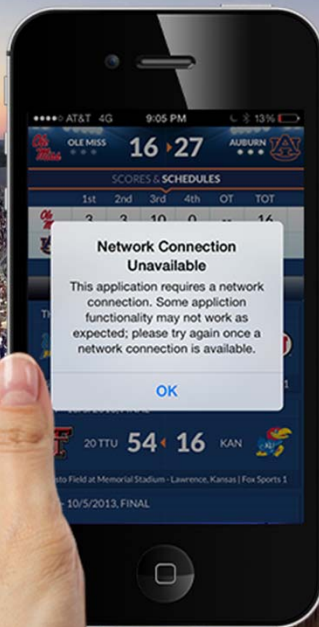
CrowdKey is a wireless technology used to communicate to an unlimited number of devices within a 3.5 square mile area (larger area with FCC support)

THE PROBLEM

Unreliable Connectivity, Missed Sponsor Branding Opportunities



CrowdKey connects, when others SPIN!



THE PROBLEM

Event promoters cannot broadcast to or engage directly with ALL fans simultaneously on their mobile phones at live events.

Sponsors are seeking better ways to connect to fans on mobile devices and execute brand activation campaigns at live events

The fan experience at live events is not keeping pace with the HDTV experience at home.

CURRENT SOLUTIONS

WiFi networks offer a “Connectivity Amenity” at a significant cost to set up and maintain. Difficult to monetize due to lack of fan aggregation on a single site.

Major wireless carriers are focused on 2-way voice and data.



PRODUCT/SERVICE

One 4' Antenna Delivers 3.5 Square Miles of Exhilarating Content!

CROWD KEY

PRODUCT/SERVICE

Over our network, data is broadcast wirelessly from our antenna, to a fan with a CrowdKey receiver to an App on their mobile device... no WiFi or Cell connection needed.



HOW IT WORKS

Patent-Pending protocol allows for the wide area broadcast of digital information without the requirement to have a back channel to the data server.



UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY DOCKET NO	TOT CLAIMS	IND CLAIMS
62/635,104	02/26/2018		70			

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FILING RECEIPT

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Date Mailed: 03/16/2018

Title

Methodology Developed for the Transfer of Digital Information by Broadcasting to an Unlimited Number of Receivers

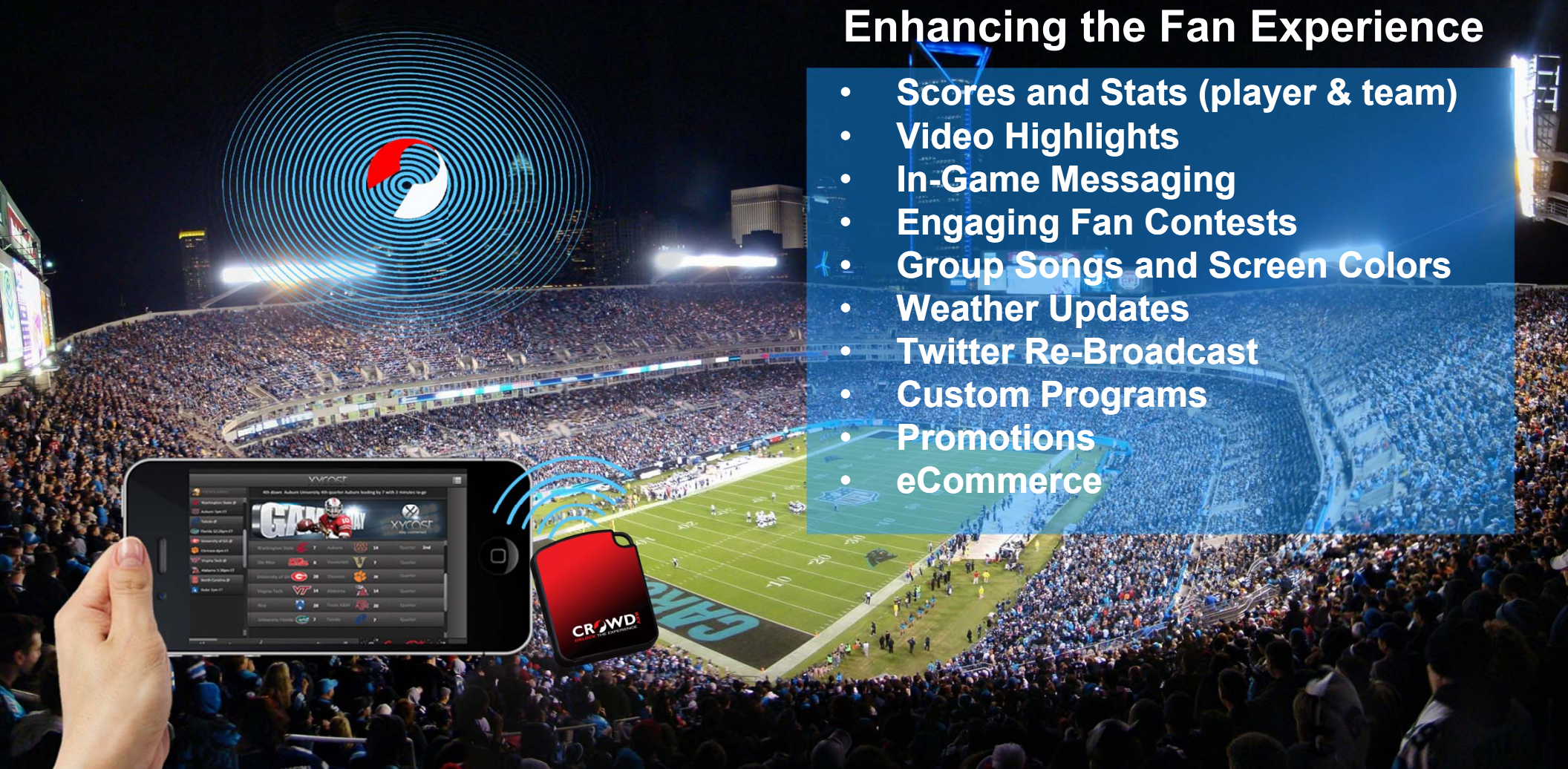
This digital information can include:

- Text
- multimedia content
- binary commands.

PRODUCT/SERVICE

Enhancing the Fan Experience

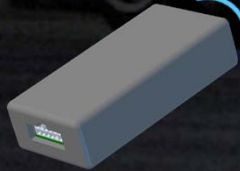
- Scores and Stats (player & team)
- Video Highlights
- In-Game Messaging
- Engaging Fan Contests
- Group Songs and Screen Colors
- Weather Updates
- Twitter Re-Broadcast
- Custom Programs
- Promotions
- eCommerce



PRODUCT/SERVICE

- Purpose-Built Receivers can be used to control lights, signage, etc.
- As each receiver can be individually addressed, broadcast messages can be used to communicate with individual receivers

Remote Command and Control

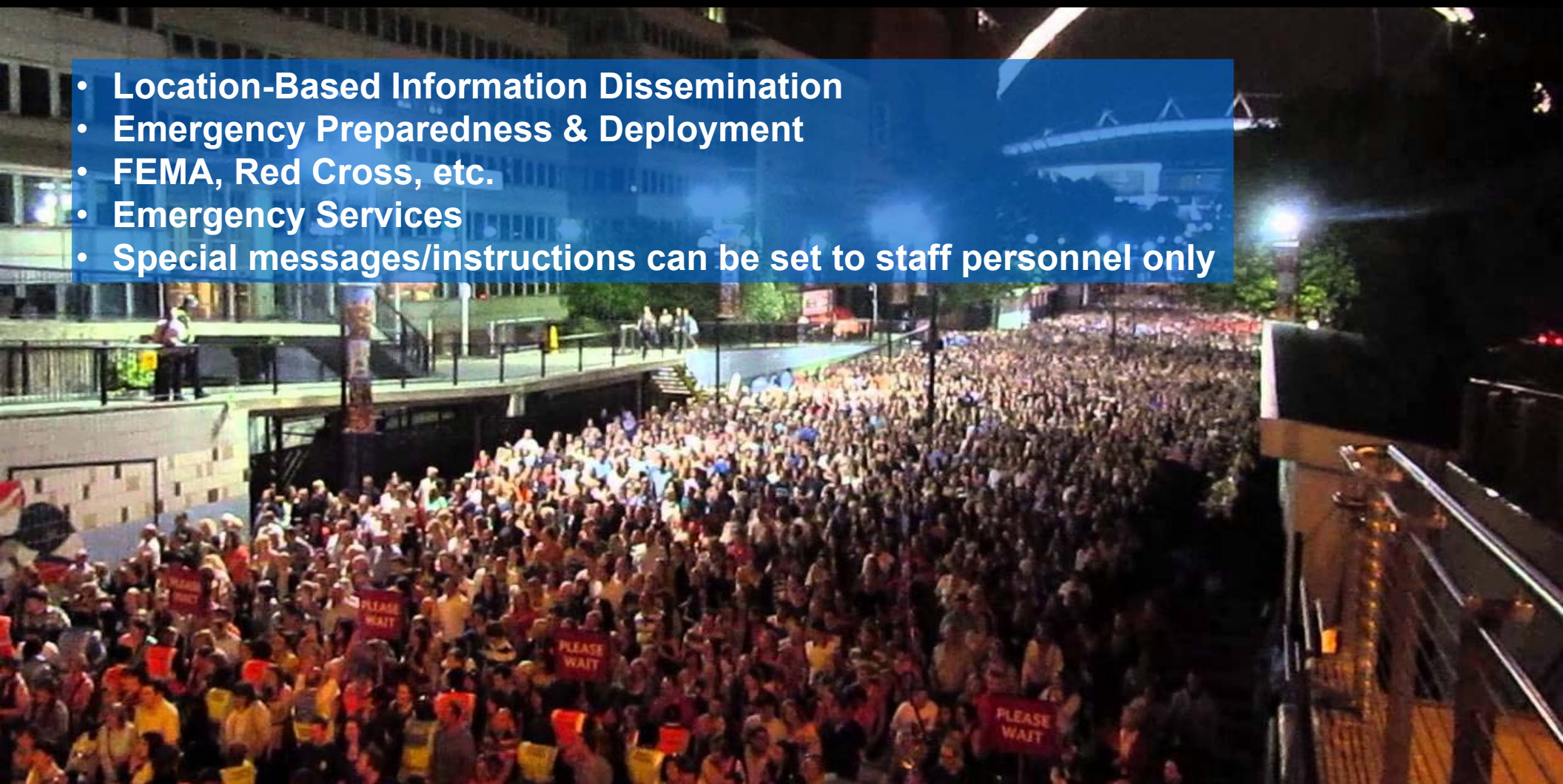


CROWD KEY

PRODUCT/SERVICE

Wireless Emergency Alert (WEA) Capabilities

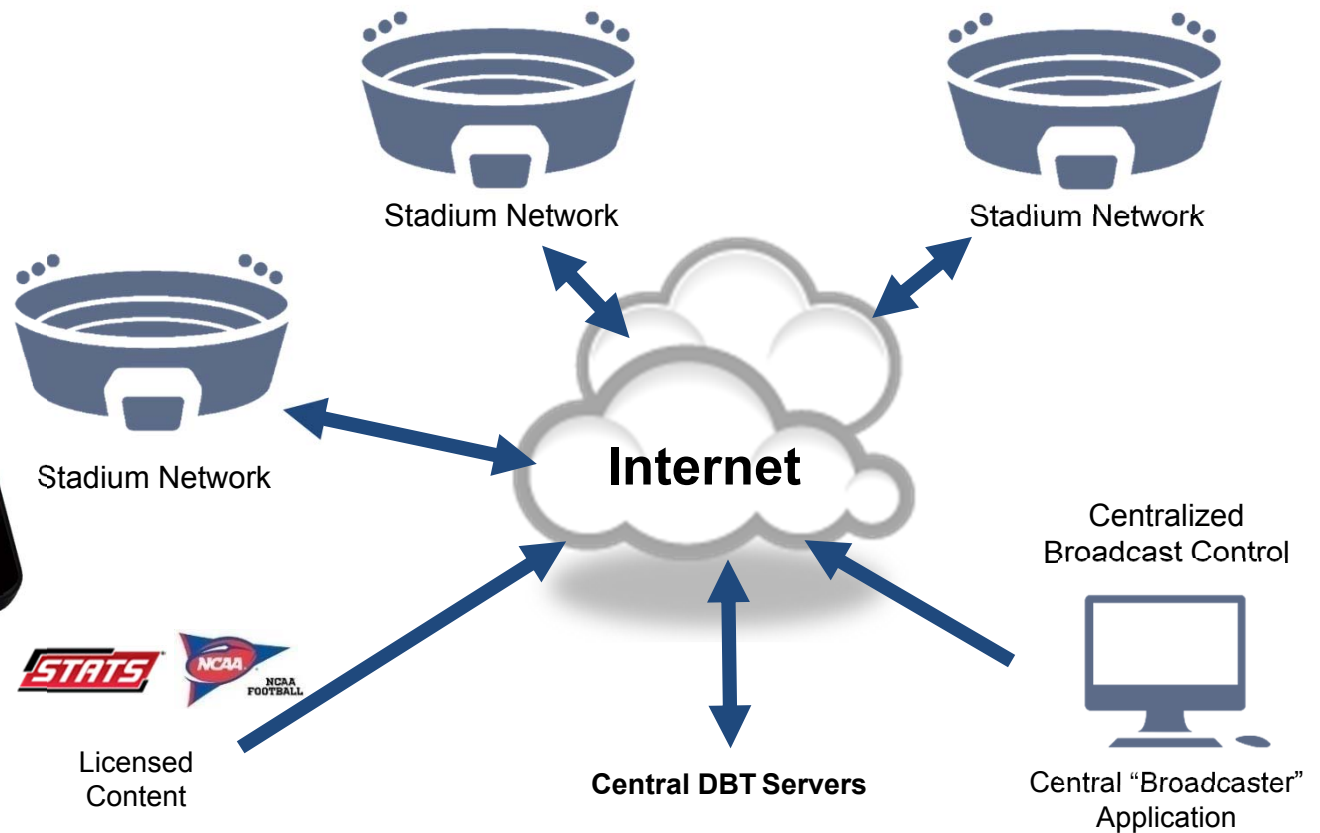
- Location-Based Information Dissemination
- Emergency Preparedness & Deployment
- FEMA, Red Cross, etc.
- Emergency Services
- Special messages/instructions can be set to staff personnel only



PRODUCT/SERVICE



The Power of the Network



CROWD KEY

TRACTION

1

In-Venue “Gameday” Testing

Network and prototype receivers favorably tested in “Live Games” at 3 college football stadiums in the 2013 season (Major SEC Schools)

2

End to End Network is Established

Wireless Communication Protocols
Broadcast Software V1.0
Distributed Transmission Hardware
Production-Ready V2.0 Personal Receiver

3

Pilot Programs

Pilot programs conducted with colleges in 3 of the 5 major conferences... Auburn, Florida State, South Carolina, Michigan, and Navy. (SEC, ACC, and BIG10)



PILOT PROGRAMS: Initial Feedback

The second device is “not an issue” to the fans

As long as the fan gets access to content or experience he or she desires and can not get reliably in other ways, the fans will carry the second device

Easy of Use

Gameday is a fun and excitement filled environment. Our device is easy to use and access for the fans (Bluetooth)

What they are saying.....

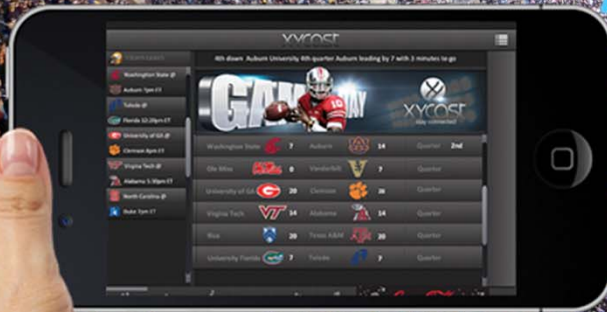
“Much faster than the ESPN app, my friends are asking for scores. The fans just cheered about an upset when announced on the jumbotron, we were already aware.”



CROWD **KEY**

Today's sports fan expects their mobile device to keep them connected at live events!

This year, one company will make that happen!!!



CROWD KEY